DATE: TUES. AND WED.
TIME: 4:59
SPONSOR: BERGER'S
SOLICITOR: LM

~~BEFORE YOU KNOW IT, SPRING WILL BE HERE. MARCH~~, APRIL, MAY AND JUNE BRING MORE THAN BIRDS AND FLOWERS TO THE SMITH CAMPUS;--- SPRINGTIME BRINGS PROMS AND PARTIES, AS WELL. BERGER'S ~~DRESS~~ FOR FASHIONS ~~SHOP~~ HAS ALREADY PREPARED FOR YOUR SPRING FORMAL FEVER. ~~ROWS~~ ~~AND~~ ROWS OF LOVELY GOWNS ~~IN XXXXX COLOR~~ ARE AWAITING YOU THERE: IN EVERY COLOR YOU WANT - FROM SPARKLING CHAMPAIGNE TO SPRING-BLUES AND SUMMER-REDS. IF YOU'RE LOOKING FOR A WHITE GOWN, YOU'LL BE DELIGHTED WITH THE WIDE SELECTION YOU'LL FIND AT BERGER'S. PROBABLY THE FIRST ONE TO CATCH YOUR EYE WILL BE THE STRAPLESS, WALTZ LENGTH, FORMAL, OF SWIRLING, RHINESTONE-SPANGLED NET, OVER CRISP X, RUSTLING TAFFETA. OR IF YOU PREFER A SWEEPING GOWN, YOU'LL LIKE THE GRACEFUL LINES OF THEIR FULL LENGTH FORMALS. YOU'LL LIKE ~~ESPECIALLY~~ THE SEA BLUE GOWN OF NYLON NET, WITH A ~~STRAPLESS~~ ~~CRYSTALINE BODICE WHICH FORMS~~ A FLATTERING HALTER NECKLINE. MAKE YOUR SPRING FORMAL FIT YOUR BUDGET AS WELL AS YOUR FIGURE. WITH PRICES RANGING FROM 19.98 ON UP, BERGER'S ON MAIN STREET HAS JUST THE EVENING GOWN YOU'VE BEEN LOOKING FOR.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON.
THE CORRECT TIME IS NOW 5:00
ANNOUNCER'S SIGNATURE: C. Walz
DATE: